

OUR STRATEGY

AMP Limited is an Australian and New Zealand diversified wealth manager with a retail customer base.

The path to a new AMP

Streamline portfolio with a relentless focus on customers.

KEY ENABLERS



PURPOSE
AND
CULTURE



BRAND,
REPUTATION
AND ESG



DIGITAL
AND DATA
CAPABILITY



RESPECT
RISK



Reposition

- Invest to grow AMP Bank
- Grow the north platform, building new relationships with external financial advisers
- Deliver stable earnings and optimal customer outcomes in Master Trust and New Zealand Wealth Management
- Accelerate the transformation of Advice



Simplify

- Execute the demerger
- Redefine and right-size the operating model for agility and efficiency
- Continue to renew portfolio of assets to ensure AMP is the right owner
- Enhance shareholder value through disciplined capital management



Explore

- Establish direct-to-consumer solutions in selected areas
- Develop leading position in retirement
- Explore adjacent new business models (organic and inorganic)

THE DEMERGER

In 2021, AMP announced a plan to demerge the AMP Capital Private Markets business (including Real Estate and Infrastructure Equity) known as Collimate Capital, from AMP Limited. The purpose of this demerger is to separate AMP Limited into two more focused companies that service different clients and geographies, with different cultures and growth trajectories.

AMP Limited and Collimate Capital will benefit from:

- Enhanced ability to focus on core businesses and new market opportunities.
- Simplified operating models and ability to drive greater efficiencies.
- Direct access to capital markets to support growth.
- Strengthened ability to attract and retain clients and talent.
- Focused and independent management teams in each business.

The demerger is expected to be completed in June 2022.

AMP SHAREHOLDERS

